



# Butting In

## Tobacco Control Update

from the Division of Epidemiology, Prevention and Screening

**"Excuse me, but here's something that might interest you..."**

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### Advertising bans reduce smoking

"The banning of advertising was followed by a fall in smoking on a scale which cannot be reasonably attributed to other factors," according to Dr. Clive Smee, Chief Economic Adviser to the UK Department of Health.

*The banning of advertising  
was followed by a fall in smoking*

Dr. Clive Smee

After reviewing 212 studies relating advertising spending to total tobacco consumption, Dr. Smee published the most comprehensive study of the link between advertising and tobacco consumption in 1992.

His conclusion was that advertising bans have a positive effect in reducing consumption.

Dr. Frank Chaloupka and associates conducted an analysis of dozens of studies and concluded that comprehensive advertising bans can reduce tobacco consumption.

The World Bank reflects Dr. Chaloupka's findings in its publication "Curbing the epidemic: government and the economics of tobacco control (1999)".

The World Bank analyzed the evidence and stated: "Policymakers who are interested in controlling tobacco need to know whether cigarette advertising and promotion affect consumption. The answer is that they almost certainly do. The key conclusion is that bans on advertising and promotion prove effective, but only if they are comprehensive, covering all media and all uses of brand names and logos."

*Source: Safer H. & Chaloupka F.  
Journal of Health Economics Vol. 19 (2000) (6) pp. 1117-1137*

### Smoking causes baby deaths

Smoking during pregnancy is responsible for nearly 10 per cent of fetal deaths and 10 per cent of infant deaths during the first year of life, according to a study being conducted by Eliot Spindel of the Oregon National Primate Research Center.

Infants whose mothers smoke during pregnancy are born with reduced lung function and are at increased risk for respiratory illness and asthma. Despite these grim facts, Dr. Donald Schopflocher, Alberta Health and Wellness Biostatistician, said that approximately 32 per cent of Alberta women smoked during their last pregnancy.

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smoked during their last pregnancy*

Canadian Community Health Survey

Spindel and his co-workers are studying how smoking during pregnancy harms the fetus. They have determined that one of the primary factors is nicotine, which readily crosses the placenta and affects fetal development.

The Spindel team has discovered that an unborn baby's lung development can be altered by nicotine from smoking. By studying how nicotinic receptors work in normal lung tissue, Spindel and his colleagues are trying to determine how nicotine leads to impaired lung growth and function at birth.

Once the researchers learn how smoking harms the fetus, they may learn how to protect at-risk infants. However, the single most effective way to protect them is to quit smoking.

*Sources: Eliot R. Spindel, Oregon National Primate Research Center - 2003  
2000/01 Canadian Community Health Survey*

## Ads: maneuver or candid endeavor?

Is it information or manipulation? Philip Morris' new television advertisements, which recommend parental advice as a deterrent to child smoking, have prompted both interpretations. The question remains, why would the cigarette company be so vocal about communicating the dangers of its product?

"Certainly if people are forming opinions of us, we want to make sure those opinions are based on fact," said Philip Morris USA spokesman Brendan McCormick. But the public awareness campaign also coincides with the tobacco company's continuing legal challenges, and some discern less-than-altruistic intentions.

"If tobacco companies were not facing the enormous pressures from tobacco litigation, they would not be spending nearly as much as they currently are on this kind of campaign," said Edward Sweda, senior attorney for the Tobacco Products Liability Project at Northeastern University Law School.

Critics contend that Philip Morris is using the Web site as a way to convey an appearance of change, while avoiding any substantial policy shifts that would effectively reduce smoking.

Source: Elizabeth Esfahani, Richmond Times-Dispatch, July 20, 2003

[www.timesdispatch.com/business/MGBT1JU4CID.html](http://www.timesdispatch.com/business/MGBT1JU4CID.html)

## CORPORATE CORNER

### Advertising designed to undermine public health

"This Philip Morris document is a case study showing how the company uses cigarette advertising to help undermine public health messages about tobacco," according to Anne Landman, of the American Lung Association. Landman is reviewing documents made public by tobacco companies as part of the Master Settlement Agreement in the United States.

"Philip Morris has long held that the intent of its cigarette advertising is merely to convince smokers to switch brands," she continued, "but this document shows an intent that is actually quite different."

The campaign was strategically planned for launch in 1995 in conjunction with the opening of the new, Philip Morris-sponsored smoking lounges in Denver's new international airport.

The objectives of the ad campaign were to help keep Philip Morris in the driver's seat on smoking issues in Denver at that time. The company stated clearly in this 1994 document that the campaign should

- "maintain control of the story and pre-empt potential activists' criticism of ads,
- maximize coverage of new campaign and visibility for Benson & Hedges brand,
- establish Benson & Hedges 'ownership' of empathy marketing position,
- reinforce Philip Morris reputation as creative, savvy marketers, and
- reinforce messages re: desirability of accommodating smokers and non-smokers alike."

Landman noted that the campaign plan included training spokespeople in advance of the ad campaign "to counter activist positions [and]...incorporate accommodation messages into discussions of the campaign."

According to the document, the strategy of the advertising campaign would

- "pre-empt possible activists' claims of victory in changing the form of cigarette advertising,
- frame appropriate messages regarding ETS (Environmental Tobacco Smoke) and accommodation issues,
- use Campaign launch as springboard for discussion of accommodation issues,
- develop multiple avenues for launch publicity
- create national publicity effort for ad campaign break, and
- provide national and Denver pitches on theme of accommodation, tied to opening of Denver airport lounge."

The original document can be found under Bates No. 2044428832/8845

URL: <http://tobaccodocuments.org/landman/2044428832-8845.html>

Source: Anne Landman, American Lung Association  
Company/Source: Philip Morris, 25 Feb. 1994

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